

FIA WORLD & EUROPEAN RALLYCROSS CHAMPIONSHIP

BRAND GUIDELINES

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WELCOME TO THE RALLYCROSS BRAND GUIDELINES

These Brand & Visual Identity Guidelines explain how eligible Rallycross (RX) stakeholders may apply the World and European Rallycross Logos. The Guidelines outline the dos and don'ts for using the Rallycross Logos, as well as providing context for partners integrating it into their own productions. Any use of the Rallycross Logos is subject to these Guidelines, which must be respected at all times to ensure a consistent and appropriate application.

For more information, to apply for permission to use the Rallycross Logos and/or to request files, assets or artwork mentioned hereafter, please contact FIA Commercial Department by email at: bhasell@fia.com / klaranjeira@fia.com

PLEASE NOTE:

The Rallycross Logo is a registered trademark and is the property of the Fédération Internationale de l'Automobile (FIA). The usage of the expression 'World RX' and the Rallycross Logo for any purpose is subject to express written permission.

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1 AN OVERVIEW OF RALLYCROSS

THE RALLYCROSS BRAND BASICS

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LOGOS & SPECIFIC APPLICATIONS

WORLD RX PRODUCT LOGOS
WORLD RX PARTNER LOGOS

WORLD RX PRIMARY LOGO

The World RX Primary Logo represents the attributes and values of the World RX Brand. It is a unique mark that sets us apart from our competitors and should be central to all communications. It should be used as the first choice wherever possible (size and area permitting). Only when legibility is compromised should the World RX Secondary Logo be used (see page 8).

01 | THE WORLD RX PRIMARY LOGO

The World RX Primary Logo must be displayed in electric blue, or white (reversed out of blue). When using the World RX Primary Logo in white (reversed out of blue), the 'World Rallycross' text must remain in electric blue and 'FIA' and 'Championship' must remain in white.



02 | THE EXCLUSION ZONE

Any World RX Logo needs a clear area around it to ensure maximum impact. This area is the exclusion zone and must be kept free of other logos, graphics, text or the edge of the printed piece. The exclusion zone for any Rallycross Logo should be equal or greater than the lower half of the 'R' in the RX Logo on each side, top and bottom.



03 | MINIMUM LOGO SIZE

Minimum sizes of the logo have been developed to ensure legibility when used on small applications. The minimum size of the World RX Primary Logo for digital/screen and print-based design work is 7mm tall and 34mm wide.



WORLD RX LOGO HIERARCHY

01 | CHAMPIONSHIP LOGO

The Rallycross Logos should, where possible, be displayed in electric blue. Alternatively they can be displayed in white on a dark background.



02 | CATEGORY CHAMPIONSHIP LOGO

The Category Championship Logo should be used on sporting documents to highlight the category.



03 | THE EXCLUSION ZONE

Any World RX Logo needs a clear area around it to ensure maximum impact. This area is the exclusion zone and must be kept free of other logos, graphics, text or the edge of the printed piece. The exclusion zone for any Rallycross Logo should be equal or greater than the lower half of the 'R' in the RX Logo on each side, top and bottom.



04 | MINIMUM LOGO SIZE

Minimum sizes of the logo have been developed to ensure legibility when used on small applications. The minimum size of the World RX Primary Logo for digital/screen and print-based design work is 7mm tall and respectively 34mm, 29mm and 18mm wide for the Championship Logo, Commercial Championship Logo and Category Championship Logo.



SUPPORT CHAMPIONSHIP LOGOS

01 | CHAMPIONSHIP LOGO

All Rallycross Support Championship Logos must be displayed in their respective colours. Alternatively, they can be displayed in white.



02 | CATEGORY CHAMPIONSHIP LOGO

The Category Championship Logo should be used on sporting documents to highlight the category.



03 | THE EXCLUSION ZONE

Any RX Logo needs a clear area around it to ensure maximum impact. This area is the exclusion zone and must be kept free of other logos, graphics, text or the edge of the printed piece. The exclusion zone for any Rallycross Logo should be equal or greater than the lower half of the 'R' in the RX Logo on each side, top and bottom.



04 | MINIMUM LOGO SIZE

Minimum sizes of the logo have been developed to ensure legibility when used on small applications. The minimum size of the RX Logos for digital / screen and print-based design work is 7mm tall and respectively 32mm wide for the RX2e Logo and 34mm wide for the Euro RX1 and Euro RX3 Logos.



SECONDARY CHAMPIONSHIP LOGOS

01 | THE SECONDARY CHAMPIONSHIP LOGOS

The Secondary Championship Logos must be displayed respectively in electric blue for World RX and yellow for Euro RX. The usage of this secondary logo is allowed when there is not enough space for the primary logo, e.g. on the windscreen of the cars or lanyards. This logo may be used as a watermark.



02 | THE EXCLUSION ZONE

Any RX Logo needs a clear area around it to ensure maximum impact. This area is the exclusion zone and must be kept free of other logos, graphics, text or the edge of the printed piece. The exclusion zone for any Secondary Championship Logo should be equal or greater than the thickness of half of the 'R'.



03 | MINIMUM LOGO SIZE

Minimum sizes of the logo have been developed to ensure legibility when used on small applications. The minimum size of the RX Logos for digital/screen and print-based.



The RX Secondary Logos are available for additional design flexibility and to protect the clarity and legibility of the Rallycross trademarks. If the design space does not have enough area for the World RX Primary Logo, the RX Secondary Logo should be used.

WORLD RX LOGO APPLICATION

01 | WORLD RX LOGOS AND BACKGROUNDS

Primarily the World RX Logo should be **white and electric blue reversed out of navy blue or navy blue reversed out of electric blue**. If the Primary World RX Logo is used in a secondary role, it may be reversed out of a coloured background - as long as the background is not red.



02 | WORLD RX LOGOS ON PHOTO-BACKGROUNDS

The logo can be placed on an image, providing the area in the exclusion zone is free of clutter. The examples to the right illustrate the correct and incorrect use of the logo and an image. The World RX trademark must be the hero brand, leading the creative and serving as an anchor within the artwork. It can be placed anywhere, although **top or bottom right is the preferred position**.



03 | USE OF THE WORLD RX LOGO ALONGSIDE THE FIA LOGO

The use of the FIA Logo is strictly reserved for parties who have obtained the express authorisation of the Fédération Internationale de l'Automobile and is subject to the brand guidelines issued by the FIA. Under no circumstances must the FIA Logo be used alongside the World RX Logo in any application that could be considered as commercial.

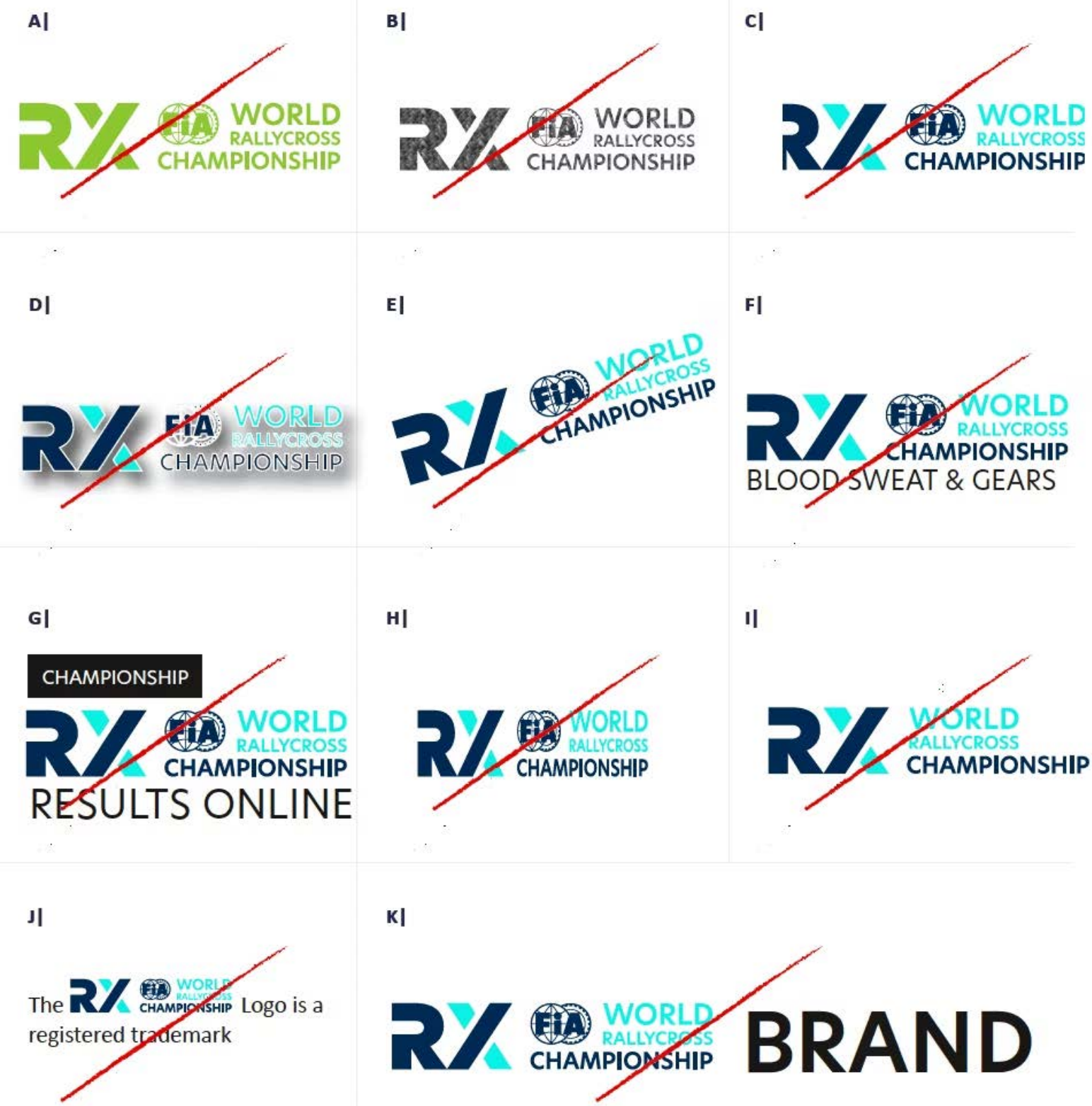
RX LOGO MISUSE

The RX Logo is a registered trademark owned by the FIA and must not be altered in any way.

DO NOT:

- A | Alter the logo
- B | Alter the texture
- C | Crop into the logo
- D | Photoshop the logo
- E | Rotate the primary logo
- F | Let text, graphics or images trespass into the exclusion zone
- G | Corrupt the logo or attempt to create a composite
- H | Distort, copy, alter or merge the logo
- I | Use the logo without the 'FIA Logo Mark'
- J | Let any logo form part of a text or sentence
- K | Place other commercial logos next to or near the RX Logo (unless with express permission from the FIA)

RX LOGO MISUSE EXAMPLES



RX COLOUR PALETTE

01 | PRIMARY COLOUR

This colour has been chosen for maximum impact and to consistently stand out from varying colours and locations. The colour should be used in a balanced manner and equally represented across an entire creative wherever possible.

Primary Colour NAVY BLUE	
RGB	32 42 68
CMYK	94 73 5 69
PANTONE	533 C

02 | HIGHLIGHT COLOUR

The highlight colour should never represent more than 15% of the overall colour palette. This colour symbolises energy and passion and is used to create dynamism and to stand out against the navy blue.

Highlight Colour ELECTRIC BLUE	
RGB	2 243 233
CMYK	55 0 20 0
PANTONE	3252 C

03 | WARNING COLOUR (FOR WARNING MESSAGES ONLY)

The use of red in any graphic materials involving the RX Logo is reserved to emphasise warning messages that are displayed in the context of the World RX events. Hence, the use of red alongside the World RX Logo in other graphic applications should be avoided.

Warning Colour RED	
RGB	225 6 0
CMYK	0 94 100 0
PANTONE	2347 C

WORLD RX LOGO COLOUR

The World RX Logo must be reproduced in either electric blue, or navy blue reversed (see page 9).

04 | OTHER COLOURS

Other colours are used in the World RX environment for distinct purposes and categorisations – such as supporting championships or passes.

EURO RX1 Colour YELLOW	
RGB	255 215 0
CMYK	0 2 100 0
PANTONE	012 C

EURO RX3 Colour BLUE	
RGB	0 156 189
CMYK	78 10 9 3
PANTONE	7703 C

RX FONTS

The FIA World Rallycross Championship uses a specially selected font called “Hero New”. It is available in two variations. It is an integral part of Rallycross and the World RX portfolio.

01 | HERO NEW SEMIBOLD

The clean font represents the power and passion of the sport – the battles fought on track. The Hero Semibold typeface should be used in headers, titles and when using text on imagery. It should not be used in text smaller than 16pt.

02 | HERO NEW REGULAR

For body texts or subtitles, the Hero New Regular Font is available and should be used in text with a font size above 9pt.

03 | CALIBRI - ALTERNATIVE FONT

Hero New Fonts may not be suitable for use in HTML or longer text documents.

- All headers and titles larger than 9pt should always use the official Hero Fonts
- Body text should be created in a standard Calibri font

TYPOGRAPHIC APPROACH

The Hero New Font may be used as a design feature to deliver the World RX message. Colour, font and size may be applied and mixed freely to communicate the emotion and competitiveness of the Championship in co-operation with the FIA.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
,.:“+ -_@&%#

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
,.:“+ -_@&%#

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
,.:“+ -_@&%#

WORLD RX PRODUCT LOGOS

01 | WORLD RX OFFICIAL PRODUCT WORD MARK

In certain applications, the use of the World RX Official Product Word Mark in Hero New Regular Font may be used in the following format:

Official Product of the FIA World Rallycross Championship - **BLUE** (stand alone)

Official Product of the FIA World Rallycross Championship - **REVERSED** (stand alone)

BLUE VERSION



Official Calendar of the
FIA World Rallycross Championship

REVERSED VERSION



Official Calendar of the
FIA World Rallycross Championship

WORLD RX PARTNER LOGOS

World RX Partner Logos are a visual illustration of the relationship between World RX and an official World RX Partner brand.

01 | WORLD RX ALIGNED LOGO

The Aligned Logo is a fusion of two logos arranged to promote strong brand presence when describing the relationship between the two properties. The Aligned Logo incorporates the World RX Primary Logo.

The Aligned Logo is for use exclusively by official World RX Partners in any communications (including advertising) when referencing the FIA World Rallycross Championship. **No other logos may be placed in this proximity, side by side with the World RX Logo.**

Key rules apply to create clarity and equal emphasis when positioning the World RX Logo with Partner Logos:

- | The elements are fixed and should never be altered
- | The Aligned Logo should be used in colour wherever possible
- | Both logos should be of equal height and/or proportion

The text Official [Category] Partner of the FIA World Rallycross Championship can be added by mutual agreement. The Aligned Logo is available on request from the FIA.



2 USING THE RALLYCROSS BRAND IN DESIGN

RX IN TEXT
RX IN PHOTOGRAPHY
RX IN VIDEO

RX IN TEXT

The World RX Brand Values drive the tone of voice of our written communications. Anyone reading about the FIA World Rallycross Championship must be electrified, inspired, entertained and educated. When writing about the FIA World Rallycross Championship, there are basic yet essential guidelines that must be followed:

- In text, the first reference should always use the full title of 'FIA World Rallycross Championship'. This may be shortened to 'World Rallycross Championship', 'the Championship' or 'World RX' in the following text
- 'World RX' has become an internationally recognised designation for the FIA World Rallycross Championship. 'World RX' may be used as a stand-alone expression representing the Championship in any language

01 | RALLYCROSS TERMINOLOGY

Rallycross uses some specific terminology that differs from other motorsport disciplines and care should be taken to use the appropriate expressions.

02 | FIA WORLD RALLYCROSS CHAMPIONSHIP ABBREVIATIONS

In the title of the various Support Championships, the letters 'WRX' cannot be used as a stand-alone expression and neither as an abbreviation. When writing about the World Rallycross Championship support categories, please remember to always write 'World RX' in full wording and not abbreviated.

01 | RALLYCROSS TERMINOLOGY

CORRECT 	INCORRECT 
Rallycross consists of a series of short 'races'	'Stages' or 'rallies'
Vehicles used in World RX are 'rallycross cars' or 'racecars'	'Rally car'
Rallycross events are held on 'circuits'	'Stage' 'route' 'roads'

02 | FIA WORLD RALLYCROSS CHAMPIONSHIP ABBREVIATIONS

CORRECT 	INCORRECT 
'FIA World Rallycross Championship' or 'FIA World RX'	'FIA WRX'
... or 'World RX'	'WRX'
'FIA RX2e Championship' or 'RX2e'	'RX2 e' or 'RX2'
'FIA European Rallycross Championship' or 'FIA Euro RX1'	'FIA ERX' or 'ERX'
'FIA European RX3 Championship' or 'FIA Euro RX3'	'FIA ERX3' or 'ERX3'

RX IN PHOTOGRAPHY

The FIA World Rallycross Championship is visually spectacular and photography is an effective way of showing World RX at its most exciting. Use of video and/or photography is always subject to the relevant copyright holders.

01 | STYLE

The most important principle is to represent the Championship as a whole. To fully reflect the World Rallycross brand and its characteristics, there should be a mix of images to emphasise the essence, to show the contrasts and close wheel-to-wheel combat and to reflect the multiple layers: emotion, driver, car, team, fans and locations.

02 | COMMERCIAL IMPLICATIONS

For editorial purposes, the images of individual competitors are not restricted. However, any photography and video used must always provide a fair, impartial and accurate representation of the event and/or competition. For all non-editorial applications, the rights to use individual team and driver imagery are subject to agreement and will generally require explicit approval.

In any application, branding on the car or circuit must never be digitally altered or manipulated. Avoid images of excessively damaged cars (post crash) unless editorially relevant. The use of the picture should never state, imply or suggest the endorsement of a product or service by an individual competitor, unless with the approval of the competitor involved. Without such individual prior permissions, a minimum of three different competitors (manufacturers/drivers) must be used with each given equal prominence. If a creative consists of multiple pages, this principle may be spread over the entire content rather than each page treated individually.

EMOTION



CAR



FANS



DRIVER



TEAM



LOCATION



RX IN VIDEO

The excitement and drama of the FIA World Rallycross Championship is encapsulated by moving images. The spectacle of a group of cars and drivers battling each other on a short circuit containing both asphalt and gravel has been likened to a real life video game or a 21st century gladiatorial contest. Intense competition with engaged fans at the circuit and online/TV are the essence of rallycross.

01 | USE VIDEO THAT

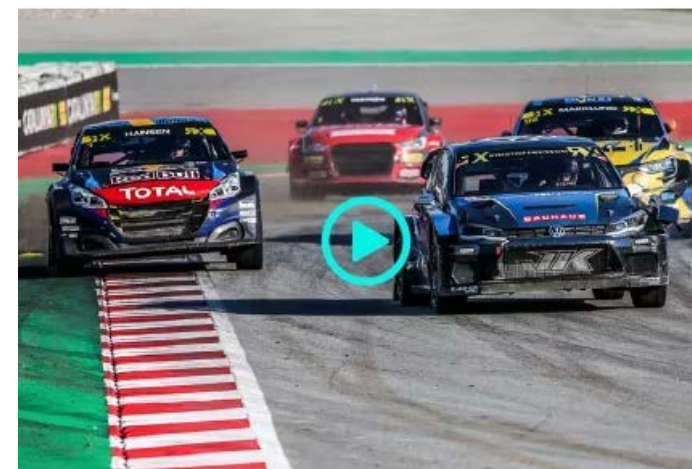
- Transfers the excitement of Rallycross to the viewer
- Showcases the thrilling battles on track
- Conveys the passion of competitors
- Conveys the excitement of fans

02 | DON'T USE VIDEO THAT

- Shows fans watching from viewpoints that could be potentially dangerous
- Is materially detrimental to the goodwill or reputation of World Rallycross and its stakeholders

i Note: Rights to use team and driver imagery are subject to agreement and may require approval from the intellectual property owner.

01 | VIDEO USE DOS



02 | VIDEO USE DON'T



3 LEGAL NOTICE & APPROVAL PROCESS

LEGAL NOTICE
CONTACTS

LEGAL NOTICE

01 | USE OF WORLD RX IS SUBJECT TO PERMISSION

The World RX Logo is a trademark owned by the FIA. All commercial rights for the championship are retained by the FIA , which exercises control of the World RX brand in its day-to-day role of marketing the series worldwide. Permission to use the World RX Logo can only be granted by the FIA and is always subject to the approval process described below. Use of the World Rallycross Logo alongside other (commercial) logos is strictly prohibited unless with specific written permission from the FIA.

02 | REGISTRATION

No application containing a World RX Logo or World RX expression may ever be registered and no application may be licensed for commercial use to any third parties (including producers of toys, games, road cars, merchandise, or other applications) without the express written consent of the FIA.

03 | FIA REGULATION ON CHAMPIONSHIP RIGHTS

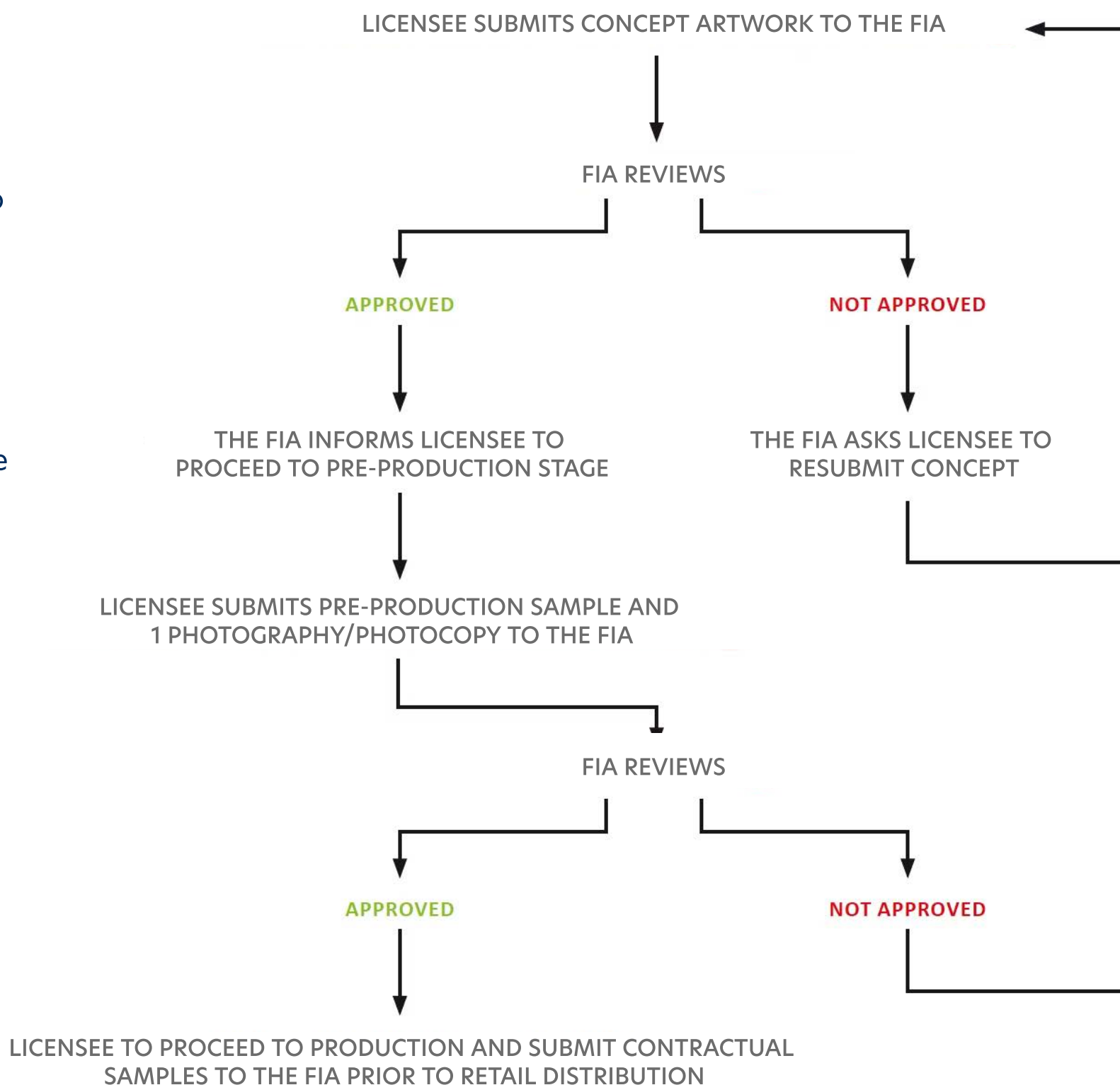
Competitors, organisers and their sponsors are reminded of Appendix IX of the Sporting Regulations for the FIA World Rallycross Championship, published annually by the Fédération Internationale de l'Automobile.

04 | LOGO ARTWORK

The World RX Logo is available on request in .jpeg and .eps files from bhasell@fia.com / klaranjeira@fia.com.

i Trademark & Copyright Notice: Where the World RX Logo is used, the following copyright notice must always accompany it: '© FIA 202X. 'World RX' and the World RX Logo are registered trademarks of the Fédération Internationale de l'Automobile and are used under license by [Licensee's Legal Name]. Note: where space is restricted, '© FIA 202X' may be used.

THE FIA APPROVAL PROCESS FLOW CHART





CONTACTS

For enquiries or questions about using the FIA World & European Rallycross Championship brand guidelines, please contact our team:

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